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PATENT

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of
Kenneth C. Miller

Application No. 09/805,531

Filed: March 13, 2001

For: METHOD FOR TRACKING ADVERTISING
EFFECTIVENESS

) Group Art Unit:

) Examiner:

) INFORMATION DISCLOSURE
) STATEMENT

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Commissioner for Patents
Washington, D.C. 20231

Sir:

Applicant submits herewith patents, publications or other information of which he is aware, which he believes may be material to the examination of this application and in respect of which there may be a duty to disclose in accordance with 37 CFR § 1.56. This Information Disclosure Statement, as far as is known to the undersigned, is filed before the mailing date of a first Office Action on the merits. A list of the patents or publications is set forth on the attached Form PTO-1449 (Modified). A copy of each of the items on the Form PTO-1449 (Modified) is supplied herewith. A concise explanation of relevance of the items listed on Form PTO-1449 (Modified) is not given because all items are in English.

While the information and references disclosed in this Information Disclosure Statement may be "material" pursuant to 37 CFR § 1.56, it is not intended to constitute an admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

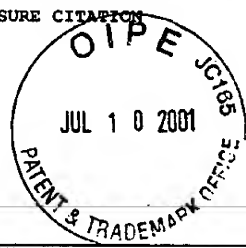
In accordance with 37 CFR § 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR § 1.56(a) exists. It is submitted that the Information Disclosure Statement is in compliance with 37 CFR § 1.98 and MPEP § 609 and the Examiner is respectfully requested to consider the listed references.

Respectfully submitted,

Dated: 06/27/01By: Kenneth C. Miller
Applicant

Tel. No. 831-685-1919

FORM PTO-1449 (Modified) (Rev. 7-80)	U.S. Dept. of Commerce Patent and Trademark Office	Atty Docket No.	Appin. No. 09/805,531
INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)		Applicant(s) Kenneth C. Miller	
		Filing Date March 13, 2001	Group



U.S. PATENT DOCUMENTS

*Examiner Initials		Document Number	Date	Name	Class	Subclass	Filing Date
	AA	4,592,546	Jun. 3, 1986	Fascenda et al.			Apr. 26, 1984
	AB	4,745,468	May 17, 1988	Von Kohorn			Mar. 10, 1986
	AC	4,926,255	May 15, 1990	Von Kohorn			May 10, 1988
	AD	5,034,807	Jul. 23, 1991	Von Kohorn			Oct. 19, 1989
	AE	5,227,874	Jul. 13, 1993	Von Kohorn			Oct. 15, 1991
	AF	5,643,088	Jul. 1, 1997	Vaughn et al.			May 31, 1995
	AG	5,823,879	Oct. 20, 1998	Goldberg et al.			Dec. 3, 1996
	AH	5,903,635	May 11, 1999	Kaplan			Apr. 18, 1997

FOREIGN PATENT DOCUMENTS

*Examiner Initials		Document Number	Date	Country	Class	Subclass	Translation YES NO

OTHER DOCUMENTS

Examiner	Date Considered

* Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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